

RE-CREATING THE Nativity Scene at Christmas, with Mary, Joseph, the Infant Jesus and the animals of the manger, with the visit of the Wisemen, originated, many scholars believe, with St. Francis of Assisi on Christmas Eve 1223 in the little mountain town of Greccio, Italy. Wishing to dramatize the birth of Christ for his parishioners, St. Francis and his helpers set up a realistic representation of the manger scene. Thus Mrs. Lila Roberts and her helpers have done the same for Sierra Madreans.

94 Years Old



First Mayor To Ride Rose Float In Parade

At the turn of the 20th Century, when Sierra Madre was becoming settled, the civic leaders and businessmen chose Mr. Charles W. Jones as the first Mayor of Sierra Madre. Under the Articles of Incorporation back in 1907, and became our first mayor.

Today, 55 years later, he has been called upon again to serve Sierra Madre, and ride on the Rose Float, weather permitting, with the four beautiful queens.

Mr. and Mrs. Jones live at 49 E. Alegria, in the home he built 56 years ago. Mr. Jones, now 94 years old, has

seen many changes take place within the Sierra Madre boundaries, and can still vividly recall the days when water was a serious problem, as it is today, and Sierra Madreans had to stand guard against Lucky Baldwin, who also needed water for Arcadians.

Mr. Jones migrated to Sierra Madre in 1906 from the mid-west, and gave up his profession of teaching, and turned to the hardware business, and building. In those early days people came to Sierra Madre for their health, and according to AMA, "Sierra Madre was one of the three most healthful areas in the world to live in."

Mr. Jones is quite active, though he officially retired 39 years ago. He often gets up at 5:30 a.m., works around the house, or garden, and enjoys the beauty that surrounds him. He and Mrs. Jones have been married for 63 years. Sierra Madre is proud, and honored to have one of Sierra Madre's first distinguished citizens ride Sierra Madre's float — "The First Rose Parade 1890."

Lee Shippey Writes On Surpluses

I feel much sympathy for sheep. For I, too, am a trifle meek, And when embarrassed cannot keep From stuttering the words I speak.

When it comes to holding the line, the Stanford Indians have done better than the Nehru Indians, but not much better.

However, the big retreat poor, misguided Nehru should undertake is a retreat for pacifism without adequate guarantees.

Millions in South America were starving, so United States agricultural experts and Peace Corps aides went to them and have helped them so much that now Brazil is fearful that over-production will lower prices for farm products. Well, for Heaven's sake, let's not undertake any price supports in Brazil. In our own nation, many big corporations are now profiting heavily by price-supports while the cost of living continually goes up and the proportion of small farms continually goes down. Both situations seem to prove the more-abundant life could be assured for all of us if some of us didn't habitually take advantage of the rest of us. An embarrassment of food surpluses where there is also a big surplus of hungry citizens is a shameful commentary on human greed and failure to apply intelligence.

We all boast of our climate, but I hear of one couple who plan to be away

	WEATHER	High	Low
Dec. 5	84	44	
Dec. 6	81	41	
Dec. 7	83	42	
Dec. 8	72	44	
Dec. 9	69	44	
Dec. 10	80	44	
Dec. 11	68	48	



THE FOUR QUEENS and the best selection of Sierra Madre Rose Float Association are shown with the construction of their carriage for the Rose Parade January 1. Left to right, Marie Therese Daniels; Sue Murphy, Susie Rempel and Joan Cameron.

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Sierra Madre News

Serving 26,987 in Sierra Madre, Hastings Ranch, Sierra Madre Villa, Oaks-Highland, Rosemead-Foothill Area

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SIERRA MADRE, CALIFORNIA — THURSDAY, DECEMBER 13, 1962

16 PAGES — VOL. 56, No. 7

Ower Puts Council On Damage Notice

Refers Problem To Capital Improvement Committee

Sierra Engineering Draws Comments of Great Improvement On Noise Problem

The City Council met in regular session Tuesday evening, December 11 with all members, City Attorney, City Clerk and City Administrator present. With a fairly light agenda the Council adjourned after one hour and twenty minutes in session.

Prior to the regular meeting the Council met with the Sierra Madre Defense Commission to discuss the situation of Sierra Madre relative to shelters, fallout, their activity, and what could be expected in the future in regards to their work.

Stanley L. Hahn, tournament president, today announced the identity of the honoree, who will lead the world's greatest parade of flowers. In making the announcement, Hahn stated, "It is appropriate to honor the man on New Year's Day, who launched this country's historic initial space effort. His selection is significant because his pioneering effort laid the groundwork for the projection of communications satellites, such as the Relay, which, according to present plans, will carry through space our spectacular event to 30 nations of the world. This is also a historic first."

The honoree resides at 2514 N. Highland, Altadena, with his wife, Muriel, and their son, William, 22, and daughter, Ann, 19.

As Grand Marshal of the 74th Tournament of Roses, Dr. Pickering will give the signal for the starting of the great procession of beautiful blooms of midwinter. Accompanied by his wife, he will ride at the head of the parade in an automobile decorated with 5,000 red roses.

By voice vote, the council took notice of the situation and referred it to the Capital Improvement Committee for study. At the same time they also referred the Sunsite Storm Drain situation to the same committee.

First reading of Ordinance 690 relative to changing rezoning on three parcels of property was com-

plete. Planning Commission actions relative to R-3 drive-ways, amendment, and to Hillside plantings was accepted by the Council and referred to the attorney for ordinances to make them mandatory.

Discussion of the Sierra Engineering and its noise problem was given thorough review, with several citizens present to express their views. It was the opinion of the council and the citizens that the condition was very much improved, and that further improvement would be accomplished if the En-

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Weekly Shades Of Hastings to the Sierra Madre News . . .

After staring at each other all day and finding nothing clever to say, we have decided to say nothing . . . NOTHING!

Representing Hastings Ranch at the annual Tournament of Roses Queen's Breakfast were Mrs. Jack Mayhew and daughter, Judy, Mrs. Harry Langstaff and daughter, Carol, and Maggie Shearer, sister of Princess Susan. The tables were decorated with red roses and silver crowns. When the Royal Court was presented, their mothers were introduced also. Queen Nancy Davis wore white which was complemented by the toast-colored suits of her Princesses. Also attending were Col. and Mrs. Richard Lynch, formerly of Hastings, now residing in Altadena.

Mr. and Mrs. Frank Wells, parents of Norma Lacey, will arrive this week from New Market, Iowa, to spend the winter with their daughter and family. This is their fourth visit to California.

The Herb Lacey home was the scene of another exciting event. They recently gave a surprise birthday open house for Herb's mother, Mrs. Fannie Lacey. The occasion was Fannie's 86th birthday. All eight of her children, plus five great-grandchildren and forty-seven other relatives were in attendance. She was a very surprised lady! To add to the pleasure of the day, she received five long-distance telephone calls from the grandchildren who could not be present. There were calls from Tucson, Ariz.; El Paso, Texas; Palo Alto and Hollister, Calif. The motif was autumn flowers and cake decorations carried out the theme.

The Newcomer's Club of Pasadena held its annual dinner-dance at Eaton's last Sunday evening. The table centerpieces were topiary trees made by the Arts and Crafts division of the club—they were later given as prizes. Those attending from the Ranch were Mr. and Mrs. Fred Bleuel, Alben Keene, Ron Heinz (Rosanne is this year's president), Al Weber, E. C. Sanborn, H. L. Hansen and Robert Snively. The cultural contribution for the evening was presented by the Kitchen Band, consisting of some of the members.

Members of Las Compa-

neras and their husbands had a pleasurable social hour in the gracious home of the Robert Farmers before going to Eaton's for dinner and dancing. Carmen, wearing a lovely blue and silver sheath greeted her guests. Standing in the corner of the foyer was a "Partide in a Pear Tree." Party chairman, Gloria Murison, looked stunning in her gold and damask gown. Later in the evening, we saw many other lovely ensembles. Everyone ate, danced, and had a fun time.

Mr. and Mrs. Robert Farmer, their home, and the "Partide" did double duty last weekend. The Cystic Fibrosis Guild of Hastings Ranch had its annual Christmas cocktail party on Sunday evening at their house. Mrs. Alan Stearns, president of the Guild, and members welcomed Provisionals and their husbands—Messrs. and Mmes. Joseph Vegil, David Copley, Warren Clement, Roger Peterson and Allen Pulsifer.

Christmas is a-coming. The geese are getting fat. We won't go any further. With a poem that starts like that.

But the problem you'll be facing is how to trim the tree. And one that we share, too.

Is to count the calories ahead of time. Or the fat will be on you!

Join us—we are now going on a European tour. Mr. Jan Black of Rexford Avenue has just returned from a ten-week business and sightseeing visit, and the next best thing for us is to see it through his words.

Jan started in London by observing the Changing of the Guards at Buckingham Palace. He drove through the countryside. According to him, they have no speed limits and he was driving at a fast 100 m.p.h. on England's new Motorway No. 1—but cars kept passing him. Those British are speedsters!

On to Brussels! Before Jan arrived in this busy capital, there had been a battle between the Flemish and the French. There were police, mounted guards and soldiers all over the city. Brussels was like an armored camp. He didn't remain there very long.

From there, he drove to

Stockholm. Here, too, they had the Changing of the Guard. Although not as elaborate as the other, the traditional background gave more flavor to the ceremony. Because he was constantly on the move, Jan had not had an opportunity to read the news, but in Copenhagen he was jolted into obtaining an American newspaper. The Danes flash their news via electric lights on the buildings, and, though written in Danish, the word "Cuba" kept reappearing. In this way he learned of the Cuban crisis. A third of the population of Denmark lives in Copenhagen and, to the outsider, it would seem they all ride bicycles and smoke pipes!

Rotterdam was the next stop. The citizens of this city are very proud of their new underground train system. Jan took a side trip to Kln-diejk, unique because it is an area of windmills. There are fifteen in a row along the canal.

Going from Rotterdam to Stuttgart (over 700 miles), our friend used the new German Autoahn highway. Because this is a brand new road, there are still many areas under construction.

Driving over a hundred miles an hour, "Ace" Black thought he was making good time. Of course, these spurts of speed were overcompensated for by the twenty-minute rest periods every fifteen miles or so! When he finally arrived in Stuttgart, he found his average speed was forty-five miles per hour. Later, circling through the Black Forest, he passed through Ulm and Heidel, and returned to Frankfurt.

Our guide now takes us to Berlin. West Berlin is like any other American or European town. After having driven himself this far, he decided to take a bus and leave the driving to them! He saw the Victory Column which was constructed in 1870, and Hitler was also buried in the park. In front of the Brandenburg Gate, in the British section of Berlin, stands the Russian War Memorial surrounded by barbed wire. This monument is guarded on the street by British soldiers and, inside, there are always two Russian guards. From there, Jan saw the flag of East Ger-

many and the reflection of binoculars indicating that all tourists in this area are closely observed by the Communists. This gate is called Check-Point Charlie and is the only place where one can enter East Berlin. Here the West Berlin guide leaves the bus and the East Berlin representative takes over. At this point, all valuables must be checked and declared, so the passengers turned their possessions over to the first guide. This procedure took about an hour.

Flying from Frankfurt to Geneva across the Alps was a rare and exciting experience. Over Mount Blanc to Rome and St. Peter's Square went our traveler. The sight of so many people from different countries and of varied means and color meeting together to receive the Pope's blessing is one of great impression and will long be remembered. Later, Jan visited St. Peter's Cathedral. Ambitious sightseers must walk to the top-up, up, up, a very narrow winding staircase. If one should be stout, one would not reach one's goal.

Jan then drove on Rome's freeway, the Highway of the

main—few people in the streets—hardly any cars—and very little in the stores. They traveled down one big street called Karl Marx Alley, formerly Stalin Alley. This street apparently was the "show place" of East Berlin. There were Socialist slogans in red and white everywhere. The only place that showed any sort of up-keep was the Russian Memorial Park. This was dedicated to the dead Russian soldiers and had many impressive statues.

After returning to West Berlin, tourists are given a booklet telling about culture in East Germany. Jan's impressions were many, but the predominant feeling was one of depression. He said that the area has never been rebuilt—crumbled and bombed-out buildings re-

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Sun, through Florence to Milan and only had time for a peak at the La Scala Theater.

Since he has visited Las Vegas and seen the Lido show there, he decided to attend the original in Paris. In France, people work late so that business appointments can be set up as late as seven or eight o'clock in the evening. This leaves the Frenchman little time for night life.

It is interesting to note that after this extensive ten-week tour, Jan arrived home from London in less than four hours, via jet Polar Flight with a refueling stop in Toronto. It's been fun sharing this trip with you, Jan Black, but we're glad you're home.

Have you finished your Christmas Shopping? Come

2—SIERRA MADRE NEWS Thursday, Dec. 13, 1962

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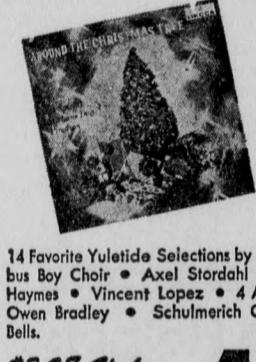
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Fire Prevention Cautions
On Yuletide Decorations

This being the time of year for Yuletide decorations and outdoor displays, real with the use of electricity, as everyone else, likes to see many Christmas decorations displayed around town to help with the spirit of the season, but let's not have a disaster to mar the holidays.

When using electrical equipment, or lights, make sure that they are of an approved type for outdoor use.

With the chance of rain, and these foggy nights, the water could get into a fixture and cause a short-circuit, and possibly a fire. It is noted that approved fixtures, or sockets, are weather-tight to prevent the water hazard. Whenever possible, use a separate fused circuit for such displays.

Even with the use of electric lights on the tree, there is always danger present. If there is any doubt of safety, have your tree flame-proofed by an accredited outfit. Even then, do not place flammable materials too close to the lights, and do not use large bulbs that will give off too much heat. The standard types of light strings available in any store are fine, particularly if they bear the "U.L." label.

Fire Chief Charles Brown and the entire department wish to extend the Merriest of Christmases and the Happiest of New Years to each and every one of the citizens under his protection, and urges the utmost of safety precautions to make this the safest of holidays.

Fire Marshal Bert Embree has issued a previous warning to be sure to check all furnaces and heating appliances before the winter months set in. This year alone, we have had five fires from faulty furnaces, the most recent of which gutted a home in the canyon. Through the quick action of the fire department, and the fact that the hillside behind the house had lots of greenery planted (as has been suggested by the Fire Marshal), the fire was contained to the structure alone.

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Charles Baker Services Wed. Dec. 12

Charles Baker, age 96, passed away at his home, 271 N. Lima St., Sunday, Dec. 9, after a lengthy illness.

His occupation was cabinet maker of the old school and he had lived in California for 69 years. He originally came from Pennsylvania.

He is survived by a step-daughter, Mrs. Marian D. Shaw of the same address.

Services were held at Ripple Mortuary, Chapel Wednesday, Dec. 12, at 1:30 p.m. Rev. George Lindsay officiated. Interment was at Forest Lawn Cemetery, Glendale.

Many legends explain how the evergreen became associated with Christianity and Christmas. One is the story of St. Wilfred, according to The Book of Knowledge.

Speaking to a group of converts, the saint sought to illustrate how they had broken away from the heathen worship of the Druids.

He chopped down a giant tree—an oak, since this kind of tree was one of the chief objects of Druid worship. As it fell with a crash, it split into four pieces. From the center a young fir tree sprouted.

Sir Wilfred told the converts that the fir should from then on serve as their "holy tree."

"It is the sign of an endless life," he said, "for all its leaves are evergreen, and it points toward heaven."

"It is the wood of peace, for all your homes are built of the fir. Let this be called the tree of the Christ Child; gather about it, not in the wild wood, but in your homes."

Retiring City Employee Honored

Macedonio Sanchez, gardener and custodian at the Sierra Madre Public Library for over 13 years, was recently guest of honor at a farewell luncheon. Mr. Sanchez, a resident of Sierra Madre for 40 years, is the first city employee to retire under the California State Employees Retirement Plan adopted for city employees.

The Rev. George Lindsay, chairman of the library board, presented Mr. Sanchez with a gift from his friends at the library. He expressed deep appreciation for a job "well done." Probably few receive the respect and affection from their friends, as was demonstrated at this gathering.

Included among the guests were his wife, Mrs. Maria Sanchez and his daughter-in-law, Mrs. Ramon Sanchez. Also attending were Miss Lulu Moore, former city librarian now retired, Mayor Webster Vanier, city administrators Lawrence Bevington and Tom Butch as well as library board and staff members.

WRITING CAROLS
Men from many walks of life have contributed to the Christmas chorus of carols. Francis Scott Key was not only a lawyer and the author of the Star Spangled Banner; he also wrote carols. And the comedian, Harpo Marx, authored a carol now sung in many churches, "Guardian Angels."

Next time—relax! at the PLAZA SHOP Dresses - Negligee Sportswear 39 EAST MONTECITO "Ask Trudie" — EL 6-1495



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- BE HAPPY
- BE THRIFTY

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Perfect Gifts for the Chilly Nights Ahead

PAJAMAS AND GOWNS
Dainty and Feminine Yet Warm, Comfortable and Cozy

Sizes 3 to 6X \$2.98 7 to 14 \$3.95



Free Delivery ...

"Your Shopping Center for the Needs of Youth"

SIERRA MADRE

TOY and PATIO VILLAGE

OUR POLICY ...

NOT JUST A FEW SPECIALS BUT
99% OF OUR ENTIRE STOCK AT
OUR LOW, LOW
REDUCED PRICES

VINYL CHRISTMAS TREES

2 ft.	\$1.99
3 ft. 41 branches	\$3.99
4 ft. 53 branches	\$5.99
5 ft. 74 branches	\$9.99
7 ft. 101 branches	\$14.99
8 ft. 126 branches	\$19.99

No Assembly Necessary

Discount prices on all
ornaments and lighting sets...

Extra large selection Doll
Buggies from 1.99



24" Drink 'N Wet
DOLL
10.00 value
4.99
With or without hair

WE HAVE A COMPLETE LINE OF

SCHWINN BICYCLES

THE WORLD'S FINEST

FROM **39.95**

WE TAKE TRADE-INS
Will accept Wagons, Bicycles, Trucks, Cars or anything

Extra Special

While they last
2-ONLY
3-Speed
Boys' 26"
RACER
BICYCLES



Reg. 49.95

29.95

in box — import

LAYAWAY NOW



THIS WEEK ONLY

Selection of
WEN MAC
Gas Powered

AIRPLANES

Reg. 15.98

Ready to Fly

While They Last!

6.88

Lionel Famous Inventor Series ... As seen on TV

These were purchased to sell for \$10.00

Reduced to 1/2 price while they last

MORSE TELEGRAPH 4.99

EDISON ELECTRIC LAMP 4.99

GALILEO TELESCOPE 4.99

PLASTIC ENG. LAB. MARK I 4.99

The Shark U Control HIGH SPEED RACER

By Remco

Operates on 4D batteries concealed under hood. Master switch on outside, easy to operate. Controls fasten to side, when pulled, starts car in operation. Car can be stopped by releasing tension on control. 18-inches long.

No. 610. Reg. 9.98

NOW ONLY 5.88

WE ARE HEADQUARTERS FOR —

Famous Lego Construction Sets

For Boys From 4 Years to Adults

Stiff Plush Toys & Stuffed Animals

Die-Cast Cars, Trucks, Army Trucks & Toys

SELECTION OF USED BICYCLES



REGULATION 5'x9'

PING PONG TABLE

FROM **25.88**

Two styles — Folding Straight leg or rockaway with wheels

Be sure to see our selection of larger toys on our second floor display

BANKAMERICARD.

140 W. Sierra Madre Blvd. EL 5-6641

Sawyer School of Business

Since 1916

Professional Training in Office Skills

GUARANTEED COURSES **LIFETIME PLACEMENT**
 Accredited by Accrediting Commission for Business Schools
 Washington, D.C. 449-3990
 1165 E. Colorado Blvd., Pasadena, MU 1-4820

**Damage Slight
On Fire Alarms**

Sierra Madre Volunteer Fire Department responded on two alarms Tuesday, Dec. 11. Neither call resulted in serious damage.

First call was at 1:15 p.m. to 190 Oak Meadow Rd., where a pile of rubbish was smoldering in back of house. Other run was at 4:15 p.m. to a car fire at Mt. Trail north of Sierra Madre Blvd. Damage was slight.

The Lloyds this year have had their "nobby show" on the road from Seattle to San Diego with the show being

viewed in person by over 10,000 people. Lloyd, one of the West's best-known horticultural instructors, has this as his hobby during the months of November and December.

The show this year fea-

Gordon Baker Lloyds Open Christmas Garden Dec. 18

Mr. and Mrs. Gordon Baker Lloyd, for the eighth year, are again opening their garden to the people of Sierra Madre and their friends. The Christmas garden

will be open from 7:30 to 10 p.m. on the 18th of December. The address of the garden is 268 E. Sierra Madre Blvd.

It is suggested to wear warm clothing even though the garden is heated by

tires things made from nothing—detergent bottles, coffee cans, macaroni—and some 40 exhibits. Any of them can be made by home owners—and time involved on most of the items is less than an hour and cost less than \$1.00.

A new section of the garden is open this year featuring a Western atmosphere with campfire and Western antiques.

Lloyd broadcasts both television and radio shows from his studio here in Sierra Madre. Pictures of the Sierra Madre Creche are part of his program shown nationally each year.

Saturdays Till 4:00**Post Office To Be
Open For Mailing**

The Sierra Madre Post Office will remain open Saturday afternoon again this Saturday, Dec. 15. The hours of service will be from 8:30 a.m. to 4 p.m. or later if necessary, as normal, in order to accommodate any patrons who are not able to get to the office by the usual closing time. These holiday schedules were effective starting Monday, Dec. 10 and continue possibly through Dec. 21.

Mr. Louk once again cautioned all mailers to be sure and have all Christmas mailing completed as soon as possible. Parcels destined for the eastern part of the country should be on their way by now in order to insure delivery for Christmas. Greeting cards should also be on the way not later than Friday or Saturday in order to arrive for Christmas.

The Postmaster said, "We're ready for an all time record Christmas mail. Every facility of the Post Office is being expanded to render maximum service. Extra trucks and personnel have been added, and special mailing schedules will be set up to insure prompt handling of the tremendous flood of both incoming and outgoing mail."

"However," the Postmaster continued, "the vast volume of Christmas mail is only a part of our problem. When names and addresses are carelessly written and packages are poorly wrapped or have insufficient postage on them, such oversights result in delays and disappointment, most of which could be avoided.

**GOP Women
Win Awards**

First award for "outstanding contribution to the growth and development of the Federation of Republican Women" was presented to the East Pasadena-Sierra Madre Republican Women's Club during the County Federation convention at the Ambassador Hotel last week.

Mrs. George Wenger, newly installed president of the local club, accepted the award in the absence of Mrs. H. C. Tumilty, immediate past president, under whose guidance the club attained a 98 percent increase in membership.

Delegates of the 95 Los Angeles County Federated Republican Women's Clubs representing 25,000 members, heard addresses by Senator Karl Mundt of South Dakota and former congressman Donald L. Jackson.

Convention delegates for the local club Mmes. James Winslow, John Evans, B. N. Howell and Margaret Willet.

**Return From
Santa Barbara**

Mr. and Mrs. Charles O. Peterson of 71 Suffolk have returned from Santa Barbara where they spent Thanksgiving with their son-in-law and daughter, Reverend and Mrs. Glen McCormack and also welcomed a new grand daughter, who was born, Nov. 15 at the Santa Barbara Cottage Hospital. Her name is Vicki and she weighed 9 lbs. and 3 ozs. Vicki has an older brother, David, age 2 years.

The Petersons now have four grandchildren. Their son and daughter-in-law, Mr. and Mrs. Dan Lee Peterson of Santa Rosa have two children, Cindy, age 4, and Chuckie, age 3 and the Charles Petersons will be spending Christmas with them.

Use the Classified Ads and turn Your Used Merchandise Into Cash

WORK WANTED

HOUSE CLEANING
 11 Yrs. Experience
Window & Wall Wash,
Floor Waxing. Call
COLLINS
JANITOR SERVICE
 EL 9-8456

IRONING done in my home. Reasonable. 111 N. Sunny-side. EL 5-3779 A:11-11f

XLTN ironing in my home, \$1 hr. 329 W. Montecito. EL 5-0775. Lois Wallace. A:10-18tf

IRONING in my home. General housework, baby sitting. EL 5-9593 A:11-22tf

**WALLS AND WINDOWS
WASHED**
FLOORS WAXED
HERMAN DAVIS
 EL 8-7762

SANTA ARRIVES

at the west's most fabulous SUPERMARKET of TOYS!

OPEN DAILY 9 A.M. TO 9 P.M.—SUNDAYS 12 NOON TO 5 P.M.

Acres & Acres of FREE PARKING—while you browse among thousands of toys!



MACABOB TOYS

The MACABOB TOYS FAMILY & SANTA!

Bob & Betty Gobrecht with the kids check with Santa to make sure of toys in every home with children! (They've been working with Santa 14 years.)

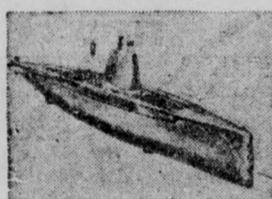
29 "experienced" employees to help you!

See Lionel's "Wonderful World of Science"



- FAMOUS INVENTOR SERIES • WEATHER STATIONS • ELECTRONICS-LABS
- PLASTICS-LABS • COMMUNICATIONS-LABS • MICROCRAFT • CHEMCRAFT
- BIOCRAFT • MINEROLOGY • MATHCRAFT • TOOLCRAFT

**REMCO BARRACUDA
ATOMIC SUBMARINE**



888

The Shark U Control HIGH SPEED RACER

By Remco

Operates on 40 batteries concealed under hood. Master switch on outside easy to operate. Control car to side when pulled, starts car in operation. Car can be stopped by releasing tension on control. 18-inches long.

MACABOB PRICE 588

**REMCO FLYING DUTCHMAN
U-CONTROL CAR**



788

VARNEY "HO" TRAIN SET



MACABOB PRICE 1488

WE FEATURE AND STOCK AT REDUCED PRICES THESE TRAINS & ROAD RACE SETS!

- SCALEXTRIC
- AMT
- MARX
- AURORA
- ATLAS
- STROMBECKER
- TRANSOGRAM
- AMERICAN FLYER
- UNGAR
- LIONEL
- REVELL
- ELDON
- TYCO
- ATHEARN
- VARNEY
- A. C. GILBERT
- AUTOMA

WE REPAIR ALL MAKES OF TRAINS
OFFICIAL LIONEL AND ELDON REPAIR STATION

NO. 10114 LIONEL "HO" TRAIN SET

5 OPERATING cars plus caboose (including the newest hobo and cop car), gear driven switcher locomotives, oval of track with uncoupler derailier.

IF PURCHASED SEPARATELY 61.05

MACABOB PRICE 2976

NO. 10113 LIONEL "HO" TRAIN SET

5 — 10-in passenger type cars including dome and observation car. Gear driven 4-2 smoking locomotive and tender. Also included over and under track layout with graduated trestle set. Headlight.

IF PURCHASED SEPARATELY 64.20

MACABOB PRICE 3976

"Buddy L" PICKUP TRUCK



Regular 2.98 SPECIAL 199

MACABOB PRICE 1888



**REMCO CARAVELLE RADIO
Transmitter & Receiver**

Transmit voice code or your own home radio with wires. No radio operator (no license required). Set includes transmitter, microphone, antenna, speaker, telephone key, code booklet . . . and receive local radio programs.

MACABOB PRICE 1888

OPEN DAILY 9 to 9 • SUNDAYS 12 to 5 • Acres of Free Parking

2980 E. Colorado, PASADENA

Between San Gabriel & Rosemead Blvds., Opposite Gwin's Restaurant

SY. 6-8131 MU. 1-1391

USE YOUR BANKAMERICARD

See our Christmas Window Display
LIVE BALLET DOLLS
AND ANGELS . . .
 THEY STEP OUT OF MAGIC BOXES
 TO DANCE FOR YOU

Suzanne de Truan Studio
 51 N. BALDWIN SY 6-2610 or 257-5707

Show Display time: Tuesdays and Fridays only
 7:15, 7:30, 7:45 and 8 p.m. — until Christmas

IT'S PERRYS' STATIONERY for

Hallmark
 Cards

for All Occasions

- GIFT ITEMS
- RUBBER STAMPS
- OFFICE SUPPLIES
- SCHOOL SUPPLIES
- WEDDING INVITATIONS & ANNOUNCEMENTS

56 W. Sierra Madre Blvd. EL 5-3385

**MAKE HER HAPPY
 WITH A HOOVER**

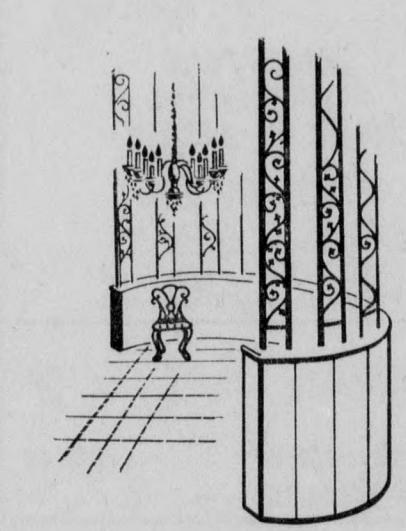
Model 33	Reg. \$94.95	Christmas Special \$79.95
Model 69	Reg. \$74.95	Christmas Special \$54.95



**COME AND
 BROWSE
 THROUGH OUR
 NEW
 ENLARGED
 GIFT
 DEPARTMENT**

**SIERRA MADRE
 HARDWARE**

25 W. SIERRA MADRE BLVD.
 Telephone EL 5-2331



**Treasures for
 Her Tree . . .**

... from our
 boutique collection

Lingerie
 Robes
 Apparel
 Fine Hosiery
 Costume Jewelry
 Couture Furs

Our staff welcomes the pleasure
 of helping you with
 your Christmas Shopping . . .

Wessels
 suburban

154 W. Sierra Madre Blvd.
 Sierra Madre

Open
 until 9:00 for
 your convenience . . .

Letters To The Editor . . .

Dear Editor:

Have suitable magnifying glass; am eager to enjoy a similar degree of astonishment as did you upon finding the Treasury Building to be inverted on certain ten-dollar bills.

Would very much appreciate your sending me one of the "aggravating" "a-wucks," as proof of your contention; as a token of your sincerity, so that I may personally aid you in your search for the one, true, beguiling answer to the riddle.

I wish to commend you for having related the distress signal to the post office. Yes, it is only by chance that I go there, too — the parking is even more chancey. Indeed, there the flag should very well be hoist upside-down to confess the shame of its "distressing" location, and, in my opinion, it should remain thus flown until "they" fly the structure back into town where it belongs. Chances are that by the time of one or two more postal increases and further concurrent southerly slippage, the "deficit" will fetch up plumb beyond recall in Northern Arcadia — to be pointed out in later years as THE GREAT SIERRA MADREAS fault!

Trusting the bit about sending the bill will meet with your heartfelt monetary accord, I remain — to be astonished,

"Skeptical" Waterhouse
 60 E. Bonita
 P.S. Two fives in lieu of the ten'll be most acceptable.

To the Editor:
 Copy of letter sent to California Sewer Construc-

tion Co.

Dear Sir:

With reluctance, I am agreeing to a permit to connect the sewer at my address. The reluctance is not due to doubts about the workmanship of the project, but rather due to the manner in which the work was contracted. Giving you the benefit of the doubt, I am voicing my protest toward your representative, who, of course, is an integral part of your organization.

The man who called on me is certainly one who does not enhance the reputation of your company. When I remarked that I would like to talk it over with my son, he must have realized that I am a widow. These are the statements that he made:

1. California Sewer Company is the only company handling the connections in Sierra Madre.

2. The City is only taking the sewer to the curb.

3. It is compulsory to con-

nect.

4. Sign now. If I have to come back, it will cost you three times as much.

Now, perhaps some of the statements are at least partially true. Perhaps I am among the minority of those who talked to in such a manner. I know I am ignorant of such subjects. (That is why I wanted to talk to my son before committing myself.) But the statements above will show you the manner by which I was coerced into signing them only to discover later that most of the statements are untrue.

You sent a man out yesterday to find out what the problem is. Well, my big problem is this: By allowing such a situation to pass unchallenged, I feel I am forfeiting my rights as a good citizen, and thereby condoning an action that, in my opinion, is decidedly un-American.

The only way I can assuage my conscience is to tell you about it, in hopes that you, as the head of an organization dealing with the American public, will exercise more caution in the future as to the type and caliber of men you hire to represent your company in this field.

WILMA T. GODFREY.
 Please turn to Page 8

Dear Editor:

Now that President Kennedy has fully reaffirmed his confidence in Adlai Stevenson's handling of the Cuban affair, it appears to me that the President ought to tell the American people just whom it is that Stevenson is satisfying — Castro, Khrushchev, Kennedy or the American people.

Stevenson was recently quoted as saying: "I hope the time hasn't come in the United States when it is considered better to advocate war to settle issues than peaceful means, because, if that time should come, the world is doomed." Yet, having made this statement, Stevenson strongly denies his role as an appeaser. Let us think for a moment of the terrible implication of that pronouncement.

Why do we have — and boast of having — the

Notice was received this week that Mr. and Mrs. A. W. Raegner, Jr., of 439 Mariposa were enjoying a stay in fabulous Las Vegas. Upon leaving Las Vegas they will visit Death Valley before their return home.

W. S. Two fives in lieu of the ten'll be most acceptable.

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agreeing to a permit to connect the sewer at my address. The reluctance is not due to doubts about the workmanship of the project, but rather due to the manner in which the work was contracted. Giving you the benefit of the doubt, I am voicing my protest toward your representative, who, of course, is an integral part of your organization.

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1. California Sewer Company is the only company handling the connections in Sierra Madre.

2. The City is only taking the sewer to the curb.

3. It is compulsory to con-

Shop at Home!

FOR YOUR COLOR TV SET

HOLIDAY
 SPECIAL at

MEYER TV

4 WEST SIERRA MADRE BLVD.

ALL NEW! HANDCRAFTED

ZENITH
 COLOR TV

that gives

GREATER DEPENDABILITY

Zenith's handcrafted, hand wired chassis gives greater dependability. Mechanical design and circuitry are simplified for finest performing, most dependable color TV!

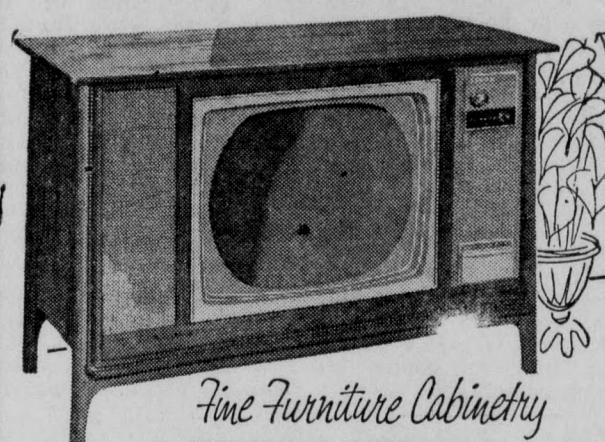
MORE TRUE-TO-LIFE COLOR PICTURES Exclusive Color-De-modulator Circuitry gives most accurate hues in color TV.

GREAT NEW ZENITH COLOR TV ADVANCEMENTS

Permanent magnet centering. Automatic Color Level Circuitry. Polyester High Voltage Coil. Automatic color cut-off. Simplified Convergence Assembly. Gold Video Guard Turnet Tuner.

ZENITH

World's Finest Performing, Most Dependable Color TV



Fine Furniture Cabinetry

\$895

YOUR OLD TV IS WORTH
 \$200.00 IN TRADE ON THIS SET

WINEGARD Color'ceptor

TV
 Antenna

With Power Pack for
 Super Power
 • All channels in this area
 • Black and white and color
 reception
 • Beautiful Bright Gold
 Anodized Finish.
 • Written Guarantee.

Get a Second-Hand Set
 for Christmas

RECONDITIONED
 TRADE-INS **\$45 up**

MEYER TV

— CALL —

EL 6-1136

**The Christmas gift
 that's sure
 to please . . .**



HOLIDAY FOOTWEAR
 for all the family

WIDE SMILES ON

CHRISTMAS MORNING

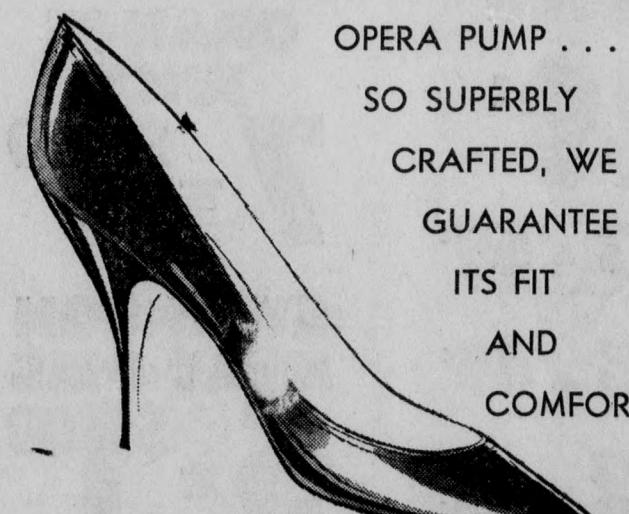
... a sure bet with

BUSTER BROWN

We have smile-winners that will delight any youngster on Christmas morning. Better yet — the eye-catching style, proper fit, and comfort plus mean they'll be liked long after the tinsel disappears. Include Buster Brown on your shopping list.



THE ELEGANT, CLASSIC
 OPERA PUMP . . .
 SO SUPERBLY
 CRAFTED, WE
 GUARANTEE
 ITS FIT
 AND
 COMFORT



We're convinced Life Stride will feel better, fit better and give you more fashion for your money! Wear a pair for 10 days and if you are not completely delighted, we will gladly refund your money or give you credit. Select the high heel or the smart slim mid heel. In black, red, blue or brown calf . . . Red or blue patent and black peau-de-soie . . . don't let this opportunity slip by . . . guaranteed fit and comfort . . . or your money back!

11.99



Now who doesn't need a pair of soft Wellco slippers snuggled around their feet? Anyone will love these good-looking slippers with an accent on comfort and warmth. Best of all, they're as easy on your pocketbook as on your feet. Come in and shop around today . . . we've got a complete stock.

Men's Slippers — 3.99 to 6.99
 Women's Slippers — 3.99 to 5.99
 Children's Slippers — 2.99 to 4.99



During the week
 before Christmas

SIERRA MICHILLINDA
 FOOTHILL BLVD.
harold's
 927 N. MICHILLINDA

Pasadena EL 5-3477
 Upper Hastings Ranch Center

**Relax in a Pedwin
 CASUAL**

Time to relax means
 time to slip into smart,
 comfortable Pedwin
 casuals.

High fashion, narrow-
 toe styling and hand-
 some colors make
 this shoe a must for
 your wardrobe.

11.99

WANT ADS... MAY WE HELP YOU?

Straight classified 45c a line, \$1.25 minimum; 3 times or more \$1.00 minimum. Classified display, \$1.15 an inch; monthly, \$1.05 an inch. Directory rate 90c and inch, monthly only. Deadline for Ads 2 p.m. Tuesday.

EL 5-3324

WORK WANTED

FOR RENT

FOR RENT

MISCELLANEOUS

DRESSMAKING

REAL ESTATE LOANS

FOR SALE - REAL ESTATE

Thursday, Dec. 13, 1962 SIERA MADRE NEWS-7

RELIABLE woman will baby sit days or evenings. 355-7311 A:9-10tf

RELIABLE LADY to baby sit day or eve. Own trans. Call EL 5-6900. A:10-26tf

EXPERIENCED mature baby sitter. Day, eve, wknds. Own trans. EL 5-3000 A:12-6tf

EXPERIENCED mature baby sitter, evenings only. Own transportation. EL 5-8214 A:12-13-27

RELIABLE young woman wants afternoon & evening housework and baby sitting. Call evens. EL 6-1457 A:12-13

DAY WORKER available. Tuesday. Local references \$12.50 day. 567-5589 A:12-13

CHILD DAY CARE LICENSED HOME EL 5-9658. Also Part Time.

CARPENTER, CABINET, AND REMODELING WORK. 355-7311 A:9-20tf

GARDEN SERVICE. Yard clean up. Trees, shrubs removed. Lite hauling. SY 7-8880. A:6-7tf

ROOFER - 20 Yrs. Experience. Free estimates. EL 5-7095 EL 5-9929 A:11-22tf

CARE of mother and baby. Practical nursing. Reasonable amount of housework. EL 5-3260. A:11-30tf

HELP WANTED

I NEED help, not money so much as companionship for my sister. She is elderly and lonesome. She has a nice home, 2 bdrms. & den, 2 priv. bathrooms, elec. kitch., TV, all modern conveniences. Walking distance downtown. Call EL 5-3062. B:12-13

TEENAGER to care for small children between 4-8 p.m., 5 days wk. \$1 hr. or adult live in w/salary. EL 5-9458. B:12-15-27

LOVELY room with bath and outside entrance for elderly lady in exchange for a few kitchen chores. EL 5-1192 B:12-13tf

BUSINESS OPPORTUNITY

JO WHALEN RELICS

Business For Sale

Fully Stocked Lease available

35 E. MONTECITO Whalen

EL 5-0053 EL 5-8737 or Miller EL 5-3627

LOST AND FOUND

FOUND: Wedding ring. Come in Sierra Madre News office and identify.

FOR RENT

\$100 - BEAUTIFUL VIEW 1-bdrm. unfurn. front apt. Rugs, stove, refrigerator, private patio. WISTARIA APARTMENTS 420 W. Sierra Madre Blvd. SY 5-2739 - SX 6-2689 D:11-8tf

UNFURN. 2-bdrm. apt. Blt.-ins. air-cond., TV, child O.K. Call after 3 p.m. EL 5-0978 D:11-8tf

WANTED - TO RENT

MIDDLE aged woman wants furn. or partly furn. place to live. Have 2 small dogs trained and housebroken.

359-3672 after 5 or wknds

L:12-13

VETERANS THRIFT STORE 25 E. Colorado, Pasadena

E:11-15tf

Free...

Let us move your furniture at our expense

to the

TOWN HOUSE

1 Block North of Sierra Madre Blvd.

on Mountain Trail in Sierra Madre

The most desirable one and two bedroom apts. in the San Gabriel Valley. Rich carpets, really private patios, special power T.V. line, Thermador built-in kitchens, special low electric rates. Fallout shelters. Hurry for selection.

1-bdrm. from \$122.50

Adults — No Leases — Open Daily

Mgr. on Premises or SY 58-0-58

Gold Medallion Apartments

Children Welcome

3-bdrms. 2 bas., \$160

2-bdrms., \$135

Blt.-in oven and range, nat. wood kitchens, air cond., w/w carpets and drapes.

Contact

Pangborn Realty

EL 5-8429

344 W. Sierra Madre Blvd.

E:12-13

FURN., bachelor apt. Private.

Utilities pd. \$68. EL 5-0356

D:11-29tf

2 ADULTS. 5 rms. 2-bdrms., liv. rm., din. rm., kitchen, floor furnace, fireplace, yd. care. Partially furn.

799 Idle Hour Lane

D:12-13

FURNISHED 2 rooms and

bath. Utilities paid. \$55. EL 5-3091

D:12-13tf

VIEW OF MOUNTAINS.

Furn., apt., 4 1/2 rms.

Adults, util. pd., \$80. 225

N. Lima. EL 5-6327

D:12-13

PENTHOUSE ATMOSPHERE

APARTMENT - Magnificent view. Quiet. Privacy.

Lovely 1/2 bdrm. 2 ba.

Adults. "It has everything."

\$142.50, 451 N.

Baldwin

D:12-13tf

FURN. rear house suitable

for 1 or 2 adults. Close in.

Pleasant. EL 5-6393

D:12-13

COLLEGE BOY

home for

Christmas vacation

CARS

hand cleaned and

hand waxed

(1 car a day)

Conventional size \$12.95

Spec. price for compacts

Reservations available

beginning Dec. 14 for

Holiday Season

Call DUKE AMES

EL 5-9139

519 W. LAUREL

E:11-22tf

2 FOR 1 SALE

Fresh stock daily of men's,

women's, children's clothing

and misc. Buy 1 item

at reg. low price, 2nd item

free. Good radios, TV, ap-

pliances, furn. at prices

that will amaze you. Come

in today and save \$\$\$.

Open every night till 9

VETERANS THRIFT STORE

25 E. Colorado, Pasadena

E:11-15tf

MISCELLANEOUS

FOR SALE

JO WHALEN RELICS

Open For Business

Tues., Wed.,

Thurs. & Fri.

2 - 5

35 E. Montecito

E:12-13

G.E. RANGE, Western Holly

gas stove, Bendix washer.

Reasonable. EL 5-0978

E:12-13

LIKE NEW brown studio

couch. See and make of-

fer. 106 E. Sierra Madre

Blvd. EL 5-8880

E:12-13

AUTO RADIO SERVICE

Problems are our specialty

DUMAS & SON

APPLIANCE SERVICE CENTER

12 N. BALDWIN AVE.

EL 5-1596

Open All Day Saturday

Free...

Let us move your furniture at our expense

to the

TOWN HOUSE

1 Block North of Sierra Madre Blvd.

on Mountain Trail in Sierra Madre

PERMANENTS \$8.50 up
Shampoo and wave Sat.
WISTARIA BEAUTY SHOP
55 N. Baldwin EL 5-9526REPAIRS ON SINGER,
WHITE, NEW HOME
and all other makes

NEW & USED MACHINES

Authorized dealer for

NECCHI-ELNA & WHITE

JONES

SEWING MACHINE CO.

341 N. Lake, Pasadena

SY 6-7119

S & H Green Stamps

PETS FOR SALE

YOUNG TALKING PARA-

KEET EL 5-0838

O:12-13

POODLE AKC, miniatures,

brown or beige. 8 wks.

Exc. background. \$75.

EL 5-2968

E:12-13

SMALL miniature poodle,

pale apricot. 8 mos. old

female. Has shots and

license. EL 5-1686

O:12-13

FOR SALE - AUTOMOBILES

BUICK '55 Cent. Riviera.

Local S.M. car w/genuine

wire wheels, all extras.

Immaculate. \$595 or best

offer. EL 5-6245

P:12-13

TRUST DEEDS

PRIVATE funds for R.E.

financing. 1st or 2nd T.D.S.

L. V. Lindsey, 1045 W.

Huntington Dr., Arc.

HI 6-5229 MU 1-0661

T:8-91f

SECURED 2nd trust deeds

purchased at small dis-

counts. The Hillcrest Cred-

it Co., Sierra Madre. EL

5-0046 T:12-15f

FOR SALE - REAL ESTATE

Letters to the Editor . . .

property tax base may be gained by inspection of per capita total assessed valuations. This useful statistical measure helps to eliminate the population growth variable in considering property taxpaying capacity.

Mono and Solano counties have the distinction of having the highest and the lowest per capita assessed valuations in the two years of 1961-62 and 1962-63. In the current fiscal year the range is from \$10,361 in Mono to \$1,377 in Solano, while last year Mono reported \$9,868 and Solano had \$1,331 of assessed valuation per person.

The five counties with the largest per capita valuations in 1961-62 were Mono with \$9,868, Plumas with \$6,293, Alpine with \$6,059, Amador with \$4,531, and Colusa with \$3,922. The same five counties have the highest per capita valuations in 1962-63, ranging between \$10,361 in Mono to Amador with \$4,149 valuation per person.

The five counties with the smallest per capita valuations in 1961-62 were Solano with \$1,331, Napa with \$1,413, Stanislaus with \$1,509, San Diego with \$1,547, and Sacramento with \$1,581. In the current fiscal year, Solano is again the lowest with \$1,377, followed by Napa with \$1,452, Stanislaus with \$1,521, San Diego with \$1,545, and Alameda with \$1,606.

The taxpayer should not lose sight of the fact that the tax bills which he recently received were based on the spending budgets of the local governments which tax him." S. J. Arnold, the Association's Executive Director, observed. "County, city, school and special district expenditures are the basic cause of local taxation."

Attend the Church
of Your Choice
This Sunday

Major Vanner appointed Bauman, Maddox, Thader Throop and Pratt to the Fire Commission, together with the Fire Chief and City Administrator. An ordinance will be forthcoming to amend the code to provide for five members. Formerly it was five including the Fire Chief and City Administrator.

On the Parks and Recreation Commission, Mayor Vanner appointed Don Jackson and Jim Burke, with one more appointment to come later.

The Senior Citizens Committee appointment was Katherine Wheeler.

Accepting a check for \$5,000 for its loss on rain damage from the Federal Government and the receiving and filing of various notices ended the session and adjournment was recorded at 9:15.

**Michael Jeide Family Entertain
Mrs. Dorothy Graham of England**

can we now ask us to believe that they — Khrushchev and Castro — are telling the truth? Anyway you patch it up, Mr. President, it still looks like Stevenson was your little hatchet boy, doing just what he is told to do, and your combined endeavor was one of keeping the people at home quiet while Castro and company are having their own way in Cuba.

No wonder you have such confidence in him, Mr. President. It looks like he was a very obedient servant. Please tell me, if you can, how and where I am wrong.

—JOHN H. CURTIS

Engineering Company receives its permit from the Planning Commission this month for a wall that will further help the situation.

Some additional points were brought forth relative to lights, address system and night time unnecessary noises. This will be brought to the attention of the executives of the company, and with their cooperative attitude should be satisfied within a very short time.

Resignation of Mrs. Anthony from the Parks and Recreation Commission was rejected with regret by the Council, and at the same time high praise was given her by all members and citizens present.

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Former Residents Return Here

Mr. and Mrs. Sterling Stewart who have been in San Salvador, Central America for the past four years working as missionaries for the Assembly of God Church returned to Sierra Madre several months ago and moved into the old Udell house at 154 San Gabriel

any bad witches or good fairies! Heide is looking forward to going to England and finding out for herself someday.

Before returning home next March 22, Mrs. Graham will visit Seattle, Washington, British Columbia, Canada and return home via Bermuda Islands.

Mrs. Stewart is the former Lois Cooper of this city and the daughter of Mr. and Mrs. W. R. Cooper also former Sierra Madreans now living in San Bernardino.

During renovation of one of the rooms in the upper stories of the house Mr. Stewart found part of an issue of the Sierra Madre News dated April of 1923 under one of the floor coverings . . . and that's nearly 40 years ago, the pages yellowed with age, but still readable.

FRANK GREEN'S
34 W. Sierra Madre Blvd.
Sierra Madre, California

Music for Everyone
Give music for Christmas! If you can get away from the breakable, soon forgotten toy, you have made a wiser purchase.

Give a private, home instruction course in music for old or young with or without a rental instrument.

Call EL 6-1143 for a music lesson gift certificate — truly a lasting gift. We also have many small practical items such as metronomes, music stands and guitar polish.

Note champs this week: Gail Jewell and Peggy Smith. Plan to attend the Christmas Show, Dec. 20, at Sierra Madre School Auditorium.

Roberts Market

HOME OF THE GREEN FROG

ORDER NOW --- EL 5-3344

OUR "PRIME" FRESH
BROAD BREASTED
TURKEYS
COOKED
HAMS — COOKED JUMBO
SHRIMPS AND ALL EXTRA
TRIMMINGS FOR YOUR HOLIDAY
FEAST

Morrell's Pride
Lean Sliced
BACON

55¢
lb.

Home Made
Bulk Pork
SAUSAGE

49¢
lb.

KERN'S
PURE
Strawberry
Preserves

Lge. 20-oz. jar
39¢

Swift's Meats For Baby
STRAINED
OR
JUNIOR

3½-oz.
can
5 FOR

Peggy Johansen
In Australia

Miss Peggy Johansen, granddaughter of Mr. and Mrs. Leonard (Mary) Warmock of 258 E. Sierra Madre Blvd., left by jet plane Nov. 30 via San Francisco, Honolulu, Fiji and New Zealand where she met her father and flew on to Australia to spend the holidays with him and other relatives.

Previous to her take-off she was given several parties, one a family party at the home of her cousins, Mr. and Mrs. Hugh (Jean) Bell Jr., of 77 S. Lima St., for 25 relatives of the family.

Miss Janet Harfman entertained with a slumber party for Peggy at the home of her parents, Mr. and Mrs. Carl H. Harfman of 69 Sufolk. Guests were Kathy Ower, Lia McCoy, Anna Ashe, Mary Hendricks, Sandy Lester, Fay Rankin, Stephanie Guyer, Pat Fraizer, the honored guest and hostess.

Annual Christmas Party
Sierra Madre Chapter No. 299 O.E.S. will hold its annual Christmas party at the Masonic Temple, Monday, Dec. 17 at 8 p.m. An exchange of gifts will be made by members.

Let Us Discuss
SLAVE LABOR

MERCHANDISE ON THE SHELVES OF AMERICAN MERCHANTS

THE TOTAL PURCHASES ARE 81 MILLION A YEAR

WHAT DO YOU THINK?

THE OLD TIME MARKET
444 Sturtevant Dr. (in the Canyon)

— OPEN —

MON. THRU SAT. 9 A.M. TO 11 P.M.
SUNDAYS 12:30 TO 11 P.M.

P.S.—WE ALSO SELL GROCERIES

Elegance
FALL'S FASHION
TREND FOR MEN!



Custom Tailoring

Bench Tailored Slacks

Custom Shirts

Silk Robes

Gold & Silver Jewelry

Johnston-Murphy Shoes

Fine Sweaters

Cashmere Sportscoats

Imported Neckwear

Deerskin Slippers

Golf Shirts

Colognes

Silk Squares

Loads of Jackets

"Gifts That Belong Under Your Tree"



Custom Tailors
Imports

Thursday, Dec. 13, 1962 SIERRA MADRE NEWS-9

Eight Continued Actions

League of Women Voters
Held December Meeting

Several area residents participated in the monthly meeting of the League of Women Voters of Pasadena held last week at the Women's City Club. Mrs. John Nyberg of Kinneloa Ranch, State Legislation Director, and her committee gave the membership a chance to review their continuing responsibilities under the state program. These continuing responsibilities are positions on issue to which the League has given sustained attention and study and on which it may continue to act.

Following luncheon, Mrs. Samuel Joseph of Old House Road spoke on legislation on non-discrimination in housing. The observers presented a discussion on four topics of current local interest under director of local affairs, Mrs. George Hammond. Mrs. John O'Brien gave a brief background of the Jet Propulsion Laboratory traffic problem, its present status, and the complexities involved in its eventual solution. Mrs. H. Thomas Wilson reviewed the history and current status of Redevelopment Area I while Dr. Ruth Valentine covered Redevelopment Area II. In conclusion Mrs. Hammond discussed the Community Renewal Program for Pasadena.

Also, water resources, Mrs. Richard Glass, and state finance also by Mrs. Clement J. Todd. In operation, in the interest of safeguarding the rights of the voter and of encouraging clear and democratic election procedures (C.R. No. 1), the League supports: permanent registration, effective operation of the initiative and referendum, the right of new residents to vote for President, written notice to voters of all elections, and a comprehensive law for reporting campaign contributions and expenditures ("purity of elections" law).

Mrs. Leverett Davis Jr. then spoke on "What Next on Tax Appeals Boards" with respect to the passage of Proposition 15 in the last election, which allows the Board of Supervisors to set up a system of tax appeals boards in Los Angeles County.

Mrs. Cook of 198 E. Laurel Ave., age 82, lived in the city of Sierra Madre for 42 years and in California 44 years from her native state of Kentucky. She operated a rest home in Sierra Madre for 20 years and was a member of the Congregational Church.

She leaves to mourn her passing two nephews, Crutchie Moore, of Oakland, Calif. and Guy Diltz of Inglewood. One niece, Mrs. Mary Stout of Inglewood, Calif. Interment was at Mt. View Cemetery, Altadena, with Ripple Mortuary of Sierra Madre in charge.

one kersting court

Legion Auxiliary
To Meet Dec. 13

Mrs. Orcelia Henderson will be hostess to the American Legion Auxiliary this evening, Dec. 13 at 71 Sufolk Ave.

Plans will be made for the annual Christmas dinner party and exchange of gifts.

It flowers are white, its berries yellow or bright red. The Christmasberry often is known as the toyon.

The bright red berries of the Christmasberry, an evergreen shrub native to California, are widely used as Christmas decorations.

This shrub, with its thick, dark green leaves, can grow to a height of 15 feet. The Encyclopedia Americana says.

The San Gabriel Valley's Finest Department Store for Children

Ready For Christmas
In Every Department
Open Evenings
'Til Christmas
youngland
31 W. Sierra Madre Blvd. Sierra Madre EL 5-1762

Because She Loves Nice Things

A GIFT FROM

GULLETT & HARRIS

IS TRULY APPRECIATED

May We Suggest . . .

Lingerie — Nitewear —

Robes — Hosiery — Bags —

Costume Jewelry — Sportswear —

Skirts — Sweaters — Blouses —

Dresses — Casual or After Five

Your Gift Selection

Beautifully

Gift Wrapped



Open Evenings

Until

Christmas

To Pays to Keep

Gullett & Harris

in Mind

sierra madre

all the new styles and old favorites!

GIFT SLIPPERS

for everyone on your list!

Come see our comfy, attractive selection now.

WOMEN'S FUR CUFFED SOLID COMFY
Leather. Black, Light Blue, White. Made in England. \$6.95

WOMEN'S SQUAW BOOTS
White, Black, Natural, Turquoise. Sizes 5 to 10. \$5.95

CHILDREN'S FELT ZIPPER SLIPPERS
Sizes 6 to 3. \$1.95

MEN'S NATURAL SHEARLING SOFTEE BOOT
\$7.95

BROWN ROMEOS
\$5.95

HOLIDAY PURSES
Tapestries, Patents, Plastics, Suedes, Etc. Small Purses for street and evening wear. From \$3 to \$6.95

SOX
Men's Dress 1.00 & 1.50
Children's & Women's Cotton 45c
Children's & Women's Stretch Nylon, All Colors 69c
Fluffy Golf 69c to \$1

MOJUD NYLONS
Fine Quality Hose in the Newest Shades. Seamless, Full-Fashioned, Demi-Toes. Non-Run. From \$1.15 to \$1.65

BLACK COWBOY BOOTS
8 1/2-12 \$7.45
12 1/2-2 \$8.45
2 1/2-6 \$12.95

MUK LUKS
For Men, Women and Children \$2.45 - \$3.95

MOCASSINS FOR THE WHOLE FAMILY
Children's \$2.95 . . Adults \$3.45

BLACK COWBOY BOOTS
8 1/2-12 \$7.45
12 1/2-2 \$8.45
2 1/2-6 \$12.95

MEN'S OPERAS
Unlined or Fleece Lined \$5.95

SUPP HOSE
\$4.95

WE GIVE GREEN STAMPS

Ralph's Shoe Store
41 N. BALDWIN AVE. SIERRA MADRE EL 5-0479

BANKAMERICARD.

2-Year New Agreement

Telephone Co. Complete Contract With Union

Contract negotiations between Local Union 1008, International Brotherhood of Electrical Workers, AFL-CIO, and the California Water & Telephone Company have reached a successful conclusion, according to a joint statement issued by Robert Dixon, business manager for the union, and Owen Rabourn, personnel director for the telephone company.

The negotiating committee for Local 1008, IBEW, have unanimously agreed to submit the terms of the new two-year contract to the union membership with its recommendation for immediate ratification.

The new agreement covering a two-year period will be effective as of Dec. 4, 1962, and cover employees of the plant and traffic departments employed by the California Water and Telephone Company.

Included in the terms of the new contract is a 16 cents per hour increase for plant department workers

over the two year period, wage increases up to 18 cents per hour for switchboard operators over the two year period, increases in the differentials paid for evening and night tricks worked by the operators, and both groups covered will be affected by an increase in the disability insurance benefits.

According to the Company records, approximately 188 employees are members of the bargaining unit in the Monrovia district and will be affected by the terms of this new agreement.

Dec. 11, 1925

OUT OF THE COBWEBS

Dec. 11, 1925

America's first trackless train, which has just crossed the continent from New York to Los Angeles, will arrive in Sierra Madre this afternoon. After a tour of the city and business district it will remain in front of the Norris store.

Proponents of the proposed change in the zoning law which will be voted upon at a special election next Tuesday have been busy putting their side of the story before the voters. Those in favor of the proposed change appear to have things pretty much their own way up to the present. There is some opposition being voiced which seems to lack leadership.

Dec. 8, 1955

Mrs. Robert Bettencourt and Mrs. Herman Ons were co-hostesses for the Civic Club Christmas party in the home of Mrs. Lorne Pratt.

Alan Wood was awarded first honorable mention at the local art show in the library community room.

Dr. Milton W. Valois, board president, announced a special meeting of Sierra Madre school board to review the school budget.

Dec. 18, 1925

James Denison Jr., gave a beefsteak fry to ten of his boy friends in the garden of his home at 439 Mariposa Wednesday evening. Among those present were Clarence Morrison and Harold Tucker of Sierra Madre.

Marian and Robert Peterson, whose parents are Dr. and Mrs. M. H. A. Peterson, have been selected to appear in the 1956 edition of "Who's Who in American Colleges and Universities."

Dec. 13, 1945

Sgt. Lawrence Gonzales who was cited for bravery at Iwo Jima arrived at San Diego Dec. 3 after many months of service with the U.S. Marines in the Tank Division.

Dec. 13, 1945

The Arts Guild members and all of Sierra Madre should rejoice, the Old Brick Oven has been painted. The front of the building has re-

Painted

Marine Second Lieutenant Daniel T. Armstrong, son of Mr. and Mrs. Merle Armstrong of 57 Lowell Ave., Sierra Madre, has completed his first solo flight at the Naval Auxiliary Air Station, Saufley Field, Pensacola, Fla.

Before the solo, he was required to make 12 flights with instructors.

Dec. 13, 1945

A graduate of the University of Redlands, Redlands, Calif., Lt. Armstrong entered the service in June, 1962.

Attend the Church of Your Choice This Sunday

Dec. 13, 1945



JOE A. HINOJOS
Photography

EL 5-0489

order your
Christmas
portraits early

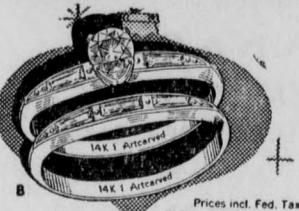
Byron Hopper

jeweler

Christmas
IS CLOSER THAN YOU THINK!

IT'S TIME TO JOIN THE
Artcarved

CHRISTMAS
DIAMOND CLUB

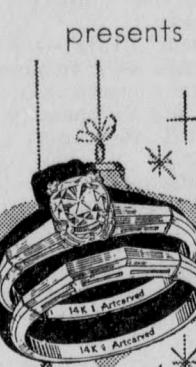


Prices not Fed Tax.
Rings enlarged to show detail.

Byron Hopper

exquisite gifts of the
finest jewelry and watches . . .

90 W. Sierra Madre Blvd.



Sierra Madre

Classroom Christmas Parties

Santa Claus will visit the kindergarten through third grade classrooms, distributing little gifts to the children. All classes will be served punch and cookies by room mothers.

Social and Club Activities

PTA Annual Christmas Party Dec. 17

Eugene Field PTA will have a luncheon for the teachers and office staff at the home of Mrs. Paul Siechert, who is chairman, along with Mrs. Paul McGiven. Entertainment will be supplied by the Mother-singers under the direction of Mrs. Richard Cannon, director.

At Sorority Luncheon

Among the alumnae members of Alpha Omicron Pi Sorority from UCLA in Southern California who celebrated the sorority's 65th birthday at a Founder's Day luncheon at the Huntington-Sheraton Hotel in Pasadena, Saturday, Dec. 8, was Mrs. Mary Foote of 360 Acacia.

Next time—relax!

at the
PLAZA SHOP
Dresses - Negligee
Sportsweat

39 EAST MONTECITO

"Ask Trudie" — EL 6-1495

Jewish Women To Have Gala New Year's Party

Confetti, serpentine and the sound of noisemakers will fill the air at the Foot-hill Jewish Temple-Center, 212 N. Lima, Sierra Madre, on New Year's Eve. Mrs. Michael Chosen, president of the sponsoring Foothill Jewish Women's Club, promises a party that should be "the outstanding social highlight in the community's history."

From 9 p.m. to 7, members and friends of the Temple-Center will be treated to dancing, entertainment and fun. "The Tune Smiths" will provide dance music for the occasion and a sumptuous buffet supper will be served at midnight.

All those planning to attend the party are urged to make reservations with Mrs. Milton Honowitz, EL 5-3219, or Mrs. George Sediner, EL 5-3473.

FROM QUEBEC?

"Angels We Have Heard on High" is a French carol, although some sources say that it originated not in France but in Quebec, Canada.

Christmas Dinner For December 22

Without fanfare or formality—in fact, without an organization, those men and women who find themselves without families are invited to join in fellowship with other "singles" for a 6 p.m. dinner Saturday evening, Dec. 22, in the Gold Room of Pasadena Athletic Club. Advance reservations are required and may be made through Miss Jeri Coyle, 525 E. Colorado St., Pasadena, Box 9048.

At the planning meeting conducted by Mr. C. Lloyd Karrath who is the founder and organizer of this singles group, Mrs. Elsa Perna, 2039 Oakwood St., Pasadena, was unanimously elected social chairman of the group. She announced that the Girl Scouts had volunteered to decorate the tables for Dec. 22, also to sing Christmas carols at the gathering.

Those who attend are requested to bring a small token gift for exchange and also to bring suggestions for a name for this new club. First event of this group was a successful Thanksgiving Dinner which proved the need for such a union of similarly situated persons in San Gabriel Valley. Those who enjoyed Thanksgiving Day so much pleaded for a follow-up on the Christmas holiday weekend. Even the planning party held on Dec. 2 at a local cafeteria proved to be a fun activity with all participating freely in the discussions of suitable entertainments for the future. We offer the lonely one," "All-one" family is what said C. Lloyd Karrath, investment banker" — and really that is just a variation on the spelling of the word Alone."

Carl Gerkes Visit Hawaii

Mr. and Mrs. Carl H. Gerke of 602 Mariposa have recently returned from a two months vacation at Waikiki. They left home on Sept. 24 and rode up the coast by bus to Seattle, Washington. They stopped in Stockton to visit their daughter Margo Ernst and family and get acquainted with their newest granddaughter Carla Victoria who was born last April in San Francisco and their older grandchild Hilary Jane, age 2 years.

They also stopped in San Francisco to visit cousins, rode through the Redwoods and on into Portland, Oregon to visit friends and on into Seattle for the World's Fair. Oct. 4 they flew to Honolulu. This is the third year the Gerkes have vacationed in Hawaii, arriving in time to enjoy the Festival of the Pacific. They returned home on Dec. 4.

Kohler-Ritter Marriage

Mr. and Mrs. Paul Ritter of 729 Orange Drive announce the marriage of their son, Dean to Miss Lucille Kohler, daughter of Mr. and Mrs. Thomas Kohler of Okinawa, Wednesday, Nov. 28, in Pasadena.

The reception was at the home of the bridegroom's parents. Mr. Ritter is in the Navy as HM2, stationed at El Toro Marine Base.

The couple will make their home in Costa Mesa, Calif.

Thought for no particular reason: If it stays warm and sunny all year, how do the trees know when to drop their leaves?

Attend the Church
of Your Choice
This Sunday

The PLAZA Shop Talk

By Sewall Clark

HAVE YOU ever wondered what day it is? Not date. Day! Anyone, especially in writing a check, can pause to wonder what the exact date is, but when you don't even know what DAY it is, brother, it scares you.

I'm not talking about "Lost Week-Ends." I'm talking about the subtle and sometimes tricky essence of the phenomenal, non-substance thing we call Time.

HAVE I lost you already? Never mind. I once reviewed a book on the subject of Time, thinking oh boy, I've got a dull one. Turned out to be one of the most fascinating subjects I've ever encountered.

Seems there are all kinds of time. And I don't mean as measured by your watch. One kind is known as psychological time. Your watch may say that only five minutes have passed, but under certain conditions of stress those five minutes can seem like five hours—or even a separate, isolated lifetime.

THE PLAZA SHOP is one year old this week. But don't tell me about it. The whole thing happened so casually, but took hold so fast, that Trudie and I can hardly believe the paint is dry.

No, we're not going to have a big celebration. No flashing lights, please—and no big talk. In other words, let's just relax: you stop hogging the conversation and let's talk about me.

BETTER YET, let's talk about Trudie from Vienna. Me? I'm a journalist, label-wise, who knows practically nothing about the garment industry—but I'm learning.

I'm not an astronomer, but I've sold many a feature on that subject merely by interviewing astronomers and astro-physicists! That's the way it works. You don't

have to be a musician to appreciate music and you don't

have to be a doctor to discover the effects of an as-prin.

In journalism you are supposed to approach your subject from an impersonal, objective viewpoint. But when it comes to describing your wife, it ain't easy.

TRUDIE is a gal, a charter member of California Fashion Designers and a former dress manufacturer, who thought she was retiring to a life of ease—until she met me. When we saw the tiny space at 39 East Montecito, surrounded by patios and a view of the mountains, we thought it would be a place for a typewriter outside and a dress shop inside. No long hours. No pressure. Everybody relax.

But the customers who have discovered the benefits of Trudie's experience now have us working six days a week.

Did I say "Us"? Well, not always. I make a pretty good janitor (if I do say so, myself) and I do sneak away to a typewriter once in awhile, but the atmosphere at the Plaza Shop is so beautiful and inexpensive that it's a place you might call "Home, Sweet Home."

First in Quality!
NUNN-BUSH
ANKLE-FASHIONED SHOES

Style 2293
DARWIN Last
Oak Briarop or Black Regis
\$20.95

Botsfords Announce Engagement of Daughter JaNohn; Wedding In Feb.



JaNohn Lee Botsford

Announcement was made this week by Mr. and Mrs. Leo R. Botsford of the engagement of their daughter JaNohn Lee to Robert Allen Kerrebrock.

Robert Allen Kerrebrock is the son of Mr. and Mrs. Leo G. Kerrebrock, 4518 Alumni Ave., Highland Park. A graduate of John Muir High School, graduate of Pasadena City College and LA State graduate in June of '63. A member of Delta Phi Upsilon, national honorary fraternity for women in Early Childhood Education, Pasadena chapter, and at

Alumnae of Delta Zeta Party Dec. 13

Pasadena-Foothill Alumnae of Delta Zeta, a member of National Panhellenic Council, will celebrate the Christmas season with a traditional Smorgasbord dinner this evening at 6:30 p.m. at the home of Mrs. Henry D. Shaw, 2085 Glen View Terrace, Altadena.

As is customary, each member will either bring a gift or make a contribution for the purchase of toys to be distributed on Christmas Eve by the Pasadena Welfare Bureau. In addition, there will be the traditional gift exchange among the members of the group.

In keeping with the Swedish motif for this particular meeting, vice president Mrs. Marion Thompson will have as her special program a small group of Swedish carolers who will entertain the Delta Zeta alumnae with typical songs in the Swedish language.

Mrs. James E. Reed is dinner chairman for the evening's repast, and her committee is comprised of Mrs. Donald Van Steenwyk, Mrs. Harold Alwes, Mrs. Herbert De Ley, Mrs. John P. Welch and Mrs. Elizabeth Noble.

Carol Limbaugh, daughter of Mr. and Mrs. LeRoy N. Limbaugh of 256 San Gabriel Ct., is a member of the newly formed and heavily auditioned 17-voice Madrigal Singers of Pasadena City College.

During the holiday season this group will be PCC's musical representatives to perform for various civic groups.

In addition to singing a series of Christmas carols, the Madrigals will present three Latin Motets.

Guests At
Queen's Breakfast

Diane Meyer, one of the 1962 Pasadena Tournament of Roses princesses, who lives at 511 S. Michillinda, Pasadena, is the niece of Mrs. and Mrs. Carl H. Gerke, 602 Mariposa.

Mrs. Gerke and daughter-in-law Mrs. Richard Carl Gerke were guests of Mrs. Margaret W. Meyer, mother of princess Diane Meyer at the Queen's breakfast, Thursday, Dec. 6.

Carol Limbaugh Member of Madrigal Singers

Carol Limbaugh, daughter of Mr. and Mrs. LeRoy N. Limbaugh of 256 San Gabriel Ct., is a member of the newly formed and heavily auditioned 17-voice Madrigal Singers of Pasadena City College.

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Make the Nunn-Bush Discovery!

Ankle-Fashioning, exclusively Nunn-Bush, gives you a superior, more enduring fit.

REGULAR NUNN-BUSH STYLES FROM \$19.95

NUNN-BUSH
ANKLE-FASHIONED SHOES



Style 2293
DARWIN Last
Oak Briarop or Black Regis
\$20.95

PS-Happy anniversary to you, too!

EDGERTON SHOES FROM \$12.95 TO \$22.95

SIERRA MICHILLINDA
FOOTHILL N. BLVD.
FOOTBALL N. BLVD.
harold's

927 N. MICHILLINDA
Pasadena
Upper Hastings Ranch Center
EL 5-3477

EL 5-3477</

PLUMBING SERVICES

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15 Kersting Court 355-7272

- WATER HEATERS
- DISPOSALS
- FURNACES and WALL HEATERS
- SPRINKLERS
- REPAIRS and REMODELING

Christmas Musical At Bethany Sunday, Dec. 16

Next Sunday, Dec. 16, will be the beginning of a two week Christmas emphasis at all of the services at Bethany Church of Sierra Madre.

On Sunday morning, Dr. Robert N. Schaper, pastor of the church will preach on the subject, "The Christmas Setting." The Chancel Choir will sing during the same service, the anthem, "Sing Gloria," by Katherine Davis. The service begins at 11 a.m.

The annual Christmas Musicals will be held on Sunday evening, Dec. 16 at 7 p.m. The Chancel Choir led by Dr. Douglas Coe will sing Bach's "Christmas Cantata" and a collection of Old English Carols in a contemporary style entitled, "Ceremony of Carols." Dr. Schaper will narrate parts of the Christmas story between numbers.

The Crusader Choir for elementary school children, led by Miss Margaret Meier of Pasadena, will sing "I Would Sing of Mary's Child" and "The Piper's Carol." This will be part of the evening program which for many years has been a highlight in the community for this season of the year.

To Celebrate Birth of Jesus

Children and youths of Shepherd of the Hills Lutheran Church will celebrate the birth of Jesus by presenting a Christmas program for members of the congregation and friends.

The presentation this year will center around the wonderful story of the first Christmas. It will take place at 3 p.m. Sunday, Dec. 16, at 33 E. Sierra Madre Blvd.

Directing the program are Mrs. Ted (Alice) Huetts of Sierra Madre and Mrs. Ronald (Carol) Rossiter of Pasadena, with the entire Sunday school staff co-operating and all the children and youth of the school participating.

The public is welcome. Light refreshments and an informal fellowship will follow the program.

Next time—relax! at the PLAZA SHOP Dresses - Negligee Sportswear 39 EAST MONTECITO "Ask Trudie" — EL. 6-1495

Accompanists include Betty Blosser, Mary Schaper and Marilyn Richter. Hostesses for the Crusader and Coronation Choirs include Betty Bush and Pat Smith.

Admission is free, but all children must be accompanied by their parents.

Fortnighters In Bible Study

The Fortnighters, adult class at the Congregational Church, are engaged in a study of the Book of Acts. They are exploring the work of the Holy Spirit in the life of the early church. Currently, they are study the story of Stephen, the first Christian martyr.

The group will meet this Friday evening, at 8 p.m., at the home of Mr. and Mrs. George Morgridge, 2279 Country Club Drive, Altadena. Transportation will be available at the church.

K. C. Christmas Party December 16

The Knights of Columbus, Sierra Madre Council No. 5137 will hold their annual Children's Christman Party Sunday afternoon, December 16, from 3 to 5 o'clock at St. Rita's School Hall.

Bill Boardman will be in charge of arrangements. Ice cream, cake and punch will be served, followed by singing of Christmas Carols and other entertainment. The highlight of the afternoon will be Santa's appearance to distribute presents to the children.

Admission is free, but all children must be accompanied by their parents.

Call for help through prayer by dialing HI-7-6162, day or night.

The regular Wednesday morning meditation hour is conducted by Rev. Rosalie Fowler, meets at 10:30.

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Editorially Speaking....

"Seek ye first the kingdom of God, and His righteousness; and all these things shall be added unto you."

— The Bible Matt. 6:33

Selling The Store!

According to the Regional Planning Commission of the County of Los Angeles in their Population and Dwelling Units Bulletin No. 78, Sierra Madre is listed as city number 58 for population out of the 74 cities in Los Angeles County, with a population as of October 1, 1962 of 10,521. The bulletin goes on to compare the increases of the county using the dates of April, 1960 as compared to October, 1962.

From one date to the other Sierra Madre has shown an increase in population of 789. The increase in dwelling for the same period of time shows 297, making the total number of dwellings as of this date 3,910.

Businesswise there is no comparison except that which we have taken out of the pamphlet "Taxable Retail Sales in California" published by the State Board of Equalization.

Sierra Madre with 164 retail outlets and a population of 10,521 has estimated taxable sales for the year 1962 of approximately 6 millions of dollars. Another city of California with a population of 5,021 shows that they have a total of 140 retail outlets but is estimated in doing slightly over 11 million in taxable sales. Still another city of California with a population of 10,787 shows that they will have an estimated 10 million in taxable sales for the year 1962.

Artisia, the city in Los Angeles County rated as number 56 has a total population of 11,887, with 193 retail permits and is estimated in doing a business in excess of 15 million for the year. On the other hand Palos Verdes, ranking as city number 57 in population shows that they have 84 retail permits but are estimated at accumulating approximately only 2½ million in taxable retail sales for the year.

Looking over these various facts and figures, one at once wonders why the taxable sales of Sierra Madre seem extremely low as compared to other cities of the same size, or comparatively the same size.

Competition could be one of the most outstanding features of a low retail sales figure for Sierra Madre. The advertising of shopping area in close proximity is one bug-a-boo that local merchants are constantly fighting and guarding against. Generally these merchants of the outside areas are constantly on their toes in wooing away the potential business of the area. To substantiate these remarks and these figures, it is found that over the past four months advertising in the Sierra Madre News has been 62 percent from outside our city limits and 38 percent within.

To combat these figures and these facts Sierra Madre merchants must put their shoulders to the wheel and sell the community as a whole and concentrate on advertising to "Selling the Store." "Selling the Store" through advertising is certainly a basic goal in any successful merchant. It means honest claims and representations. And it means keeping the name in question constantly before existing and potential customers.

Advertising has two very important jobs to do, and when it is done consistently and right it "Sells Merchandise," and it "Sells the Store."

A series of advertisements, found on page 9 of all issues of the News is a concentrated effort by several merchants of Sierra Madre to "Sell the Community" to the potential buyers. This campaign has been successful from the remarks that we have received from readers of the Hastings Ranch area alone. They have caused attention, they have started the buyers into thinking, now the individual merchant needs but to follow this planned campaign on their own individual advertising on "Selling the Store."

We, the merchants of Sierra Madre, have the stores, we have the potential buying power and we have the productive year of 1963 ahead of us. All of us working together could easily make the retail taxable sales figure for next year around the 10 million dollar figure.

How About This

Great disasters generally bring out the best in people. The reverse was witnessed recently in one instance in western Washington which was lashed by hurricane force winds. A train crew abandoned over 300 passengers for two hours with no heat, water, food or means of communications. The union representative said a 16 hour work limit is imposed by the I.C.C. and violations are punishable by fine and imprisonment. Draw your own conclusions.

And This

About 30 years ago, Washington took note of the fact that the rural people of the Tennessee Valley didn't seem to be as prosperous as those in much of the rest of the country. The Tennessee Valley Authority was the result. Today most of the Tennessee Valley is still described as "depressed," despite the outpourings of hundreds of millions of tax dollars to un-depress it.

Sierra Madre News

Published every Thursday at 9 Kersting Court, Sierra Madre, California, Los Angeles County, Post Office Box 37. Telephone Elgin 5-3324 or 5-3232. The Sierra Madre News, Official Newspaper of the City of Sierra Madre, was declared a Newspaper of General Circulation by Section 4490 of the Political Code of the State of California in the Superior Court of Los Angeles County August 19, 1936, Adjudication Decree Number 404764.

A First Class Newspaper entered as Second Class Matter at Sierra Madre Post Office October 2, 1906, under Act of Congress of March 3rd, 1879.

R. Robert Evans Editors and Publishers
Peggy L. Evans
Jack Kennedy Advertising and Merchandising Manager
Elise Parker Classified Advertising Manager
Martha Sharp Society Editor
Frederic Scheppele Plant Superintendent

NOTE—The opinions expressed in credited columns do not necessarily represent those of the writers and do not necessarily represent those of the News. Letters addressed to the editor of the News are welcome, however, they must be signed and correct name of the writer. The writer's name will be withheld if requested. Individuals may feel free to express their ideas, insofar as they remain within the bounds of proper behavior, written attacking individuals or personalities will not be published.

Subscription Rates: In Los Angeles County—\$4.00 per year. Elsewhere in the United States—\$4.50 per year. Foreign Countries—Air Mail Second Class, priced upon application. 10 cents per single copy.

Freedom At Any Price

by Henry V. Witty

Tales of pirates and their "constabulary" and they have long been a topic of intense interest to children and adults alike. The following story concerning such a lovable renegade, this columnist believes, is particularly worthy of adult consideration!

ONCE UPON A TIME

Once upon a time there lived a pirate by the name of Laffoote. As pirates come and go, there was much to be said in his favor. He adored his wife and children and he felt a deep compassion for the lame, the halt, and the blind—indeed his heart went out to everyone in distress. What's more, he helped others so much he rarely had anything left over for himself!

Laffoote, however, had one quirk in his moral make-up; he satisfied his deep, charitable instincts for others not with his own produce but with the fruits of the labor of others; that is, he acquired what he gave away not by willing exchange. He and his hoodlums, with guns and swords, would pounce upon hapless and honest traders and take their all.

True, the "beneficiaries" of Laffoote's generosity thought him a great and lovable man. But the victims, the one from whom he looted, had thoughts about him quite to the contrary. These folks held to the position that all individuals had a moral right to the fruits of their own labor and, thus, they resented the imitators. The spirit of Laffoote rides unbelievably high. Its proper name is "socialism" but which, when practiced by Russians, we call "communism."

Hermit of The Sierra Madre



with Den Murray

It was obvious the Hermit was blue. I charged him with the fact. "Yes," he acknowledged, "I'm a bit cast down. This boy that's running the country . . ." The old man shook his head.

"What's the matter with the boy?" I demanded. "What's he done now?"

"It's what he ain't done," said the Hermit. "Here he is — in charge of the most powerful nation on this earth and he acts like we're Ghandi or something! Why in the eternal doesn't he tell Krushchev: 'Look jerk! A HUNDRED AND EIGHTY million Americans say you don't build this game! You behave or else! You want war — you'll get it! And we're not going to send you an engraved invitation either!'

The old man was really rolling now. Gone was his depression. I said, "In other words, you'd invite war."

"Yes," he said, "I'd invite war. And you'd see that Kremlin bully turn tail and run. The trouble with this country in foreign relations has been — we don't speak out. We've got everything it takes except guts. Or, I should say, we've got the guts but our spokesman hasn't."

"You'll be criticized by the 'liberals' I warned.

"Yes," he nodded, "and I'll be disappointed if I'm not."

Your paper can't print what I'd like to say about the liberals." Goldwater was right. If Kennedy had the sense that God gave geese he'd dump those 'liberals' so fast their fuzzy heads would swim. And then this country could tell the other nations, "Look, it's going to be this way! And it's going to be that way! You're going to straighten up and fly right or else!"

I looked at the old man. He meant it. He was angry. "Jumping Joseph!" he said. "Shades of Teddy Roosevelt! When is this boy going to realize he's running the most powerful nation on this globe!"

He meant it. He was angry.

"Jumping Joseph!" he said.

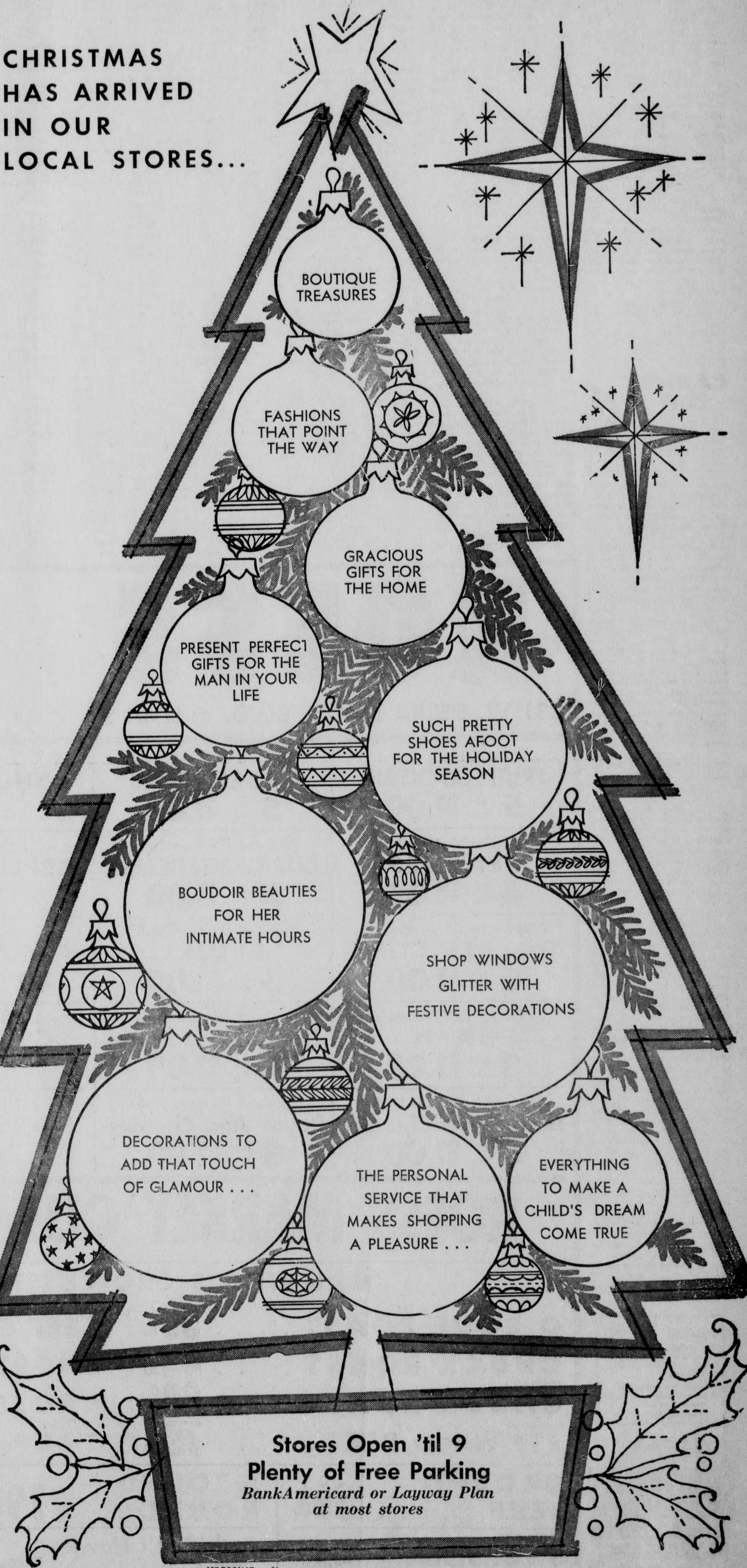
"Shades of Teddy Roosevelt!

When is this boy going to realize he's running the most powerful nation on this globe!"

He would call them his

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Letters to the Editor

I may not believe in what the man says, but I will defend to my death his right to say it.—(similar words of Voltaire)

Dear Editor:

An open letter to Santa Claus.

Dear Santa:

I realize that I'm asking for an awful lot this year; perhaps more than even you can give, but since this is not a selfish request, I'm sure you'll do your best to fulfill it.

As we once again celebrate the birth of The Prince of Peace, bring to every driver the spirit of brotherhood to make him considerate and thoughtful to his fellow motorists, now and in the new year just ahead.

Fill his Christmas stocking with great driving skill, good judgment and patience. Leave him a bright candle of understanding to help him see the other fellow's needs, as well as his own, behind the wheel; and to light his way safely over the highways in the darkness of the night.

Give every pedestrian a candy cane of caution that he may walk with care and always reach his destination without accident or injury.

CARROT TOP



couldn't blow it down." Well, I remember quite well the "bell bottomed" trousers, too... they sure had a lot of shoe room.

—CT

Here is an astounding fact, but true: ... "It is illegal to read the Bible in the public schools in Illinois, but the law further reads that it is the requirement of the state to provide a Bible for every prison inmate."

—CT

I hate to say so, but the moral of this story could be: "Don't worry, kids, if you can't read the Bible in school, you will have the opportunity to do so when you get to prison." Sometimes it is hard for us to understand what our legislators are thinking about, or if they are even thinking about what they are doing.

—CT

If you have been in the Sierra Madre Coffee Shop recently you will note a new addition. A waterfall is the new decoration. Makes one feel that he is eating and drinking his coffee somewhere in the High Sierras. Quite an impressive addition.

—CT

Although this is my first year in Sierra Madre, I cannot help but be amazed at the working of the Sierra Madre Float Committee. Seems that without any great fanfare, they know their schedule and get to work and start production. Of course, one can more easily understand the situation when one realizes that this is "Sierra Madre" and that is the way its people work. As time grows shorter and shorter, more and more workers are needed, so if you have a spare hour or two, get in touch with the committee; they will have a place for you. Also, while we are on the subject, any spare dollars that you might have could be put to work also.

—CT

A closing thought for this week and then I'll get to work. ... "The art of taxation consists of so plucking the goose as to obtain the largest amount of feathers with the least amount of hissing." Need we say more? We'll be seeing you around the Christmas Tree, I hope, I hope.

WELCOME SAVERS!

This conservative Pasadena association offers you higher earnings on savings with insured safety.

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And if you hang a wreath on someone's door, Santa, please make it a bright and shiny one representing the new life and the new beginning in Christmas, not the dark and somber wreath of death which has hung on the homes of so many traffic victims at Christmas time in years gone by.

In closing, Santa, I'd like to ask you to be especially careful yourself this year; so many drivers just don't realize they could kill Santa Claus.

With best wishes for your safety,
Your Traffic Officer
Traffic Education Section

Dear Uncle Santa Sam: My Christmas wish is for a train ride. To enjoy scenery the Hotel Pullman is still tops. Less government discrimination can quickly cure its current austerity. With more time than money, and no big deal spoiling on a distant shore, there is no need to jet through the clouds at \$1 per minute. I travel for relaxation, not mileage. By highway, one relaxes only once—permanently!

Our transportation policy takes from railroads that which is freely given to non-rail transport. Please grant to Congress the gumption to enact the President's inspired transportation message. It involves no massive appropriation of tax money. It proposes to revise the bureaucratic chaos of transport regulation in the direction of fair play.

Very respectfully,
K. FRITZ SCHUMACHER.

Others participating in the presentation of awards were Knox Hagar, Assistant Division Manager, Leland Allen, Chief Engineer, and James Naylor, Commercial Director.

Horner Bailey, a recipient of an award for 35 years of service, most all of which has been in Monrovia, was unable to attend. However, Sigurd Lind and Gladys Mankins, each of whom received awards for their 25th anniversaries, highlighted the ceremonies.

Anna Mae Fetters and Helen Rice were awarded pins containing two diamonds commemorating their 20 years of service as operators. Rita Griffin was awarded a similar pin for the same length of time combining her service as an operator and a service representative.

The following received awards for their 15th anniversaries: Hilda Hytt, Lester Reed, Fred Beatty, Nadine Boyle, Marie Copple, Helen

Cub Pack 381 Nov. Activities

Sierra Madre Cub Scout Pack 381 held its monthly pack meeting at Sierra Madre School on Nov. 9, presided over by Cubmaster Ken Taylor with an assist from Pack Chairman Harry Young. High point of the evening was the induction of 26 new Cubs, forming 3 new dens and making Pack 381 among the largest packs in the area. New Den Mothers are: Charlotte Mikity, Lucille Groth and Virginia Vine. The skit of the evening was presented by Den 7 which also won the honor flag for the most awards. New awards-chairman, Don Stuart was kept quite busy and the new group promises to make him more so.

November 10 was the long-awaited Cubs and dads visit to the Sea-Bea Base at Port Hueneme. Pack 390 joined 381, boarded two buses for the overnight trip, ably chairman by Rudy Lopez. A grand time was had by all.

Pack 381 turned out 50-strong to march in Saturday's Dedication parade for the Flag Pole.

Jim Link, chairman of Good Turn Day scheduled for Dec. 1, announces that the Cubs will round-up and donate old clothing to charity, and the boys will be knocking on their neighbors' door next week.

Singing Carols

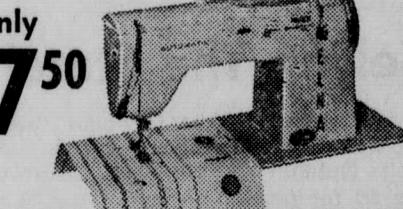
Caroling at Christmas may be a carryover from the Roman songs of the Saturnalia, or so some researchers believe. Early Christian songs were solemn and forbidding. The simple, touching carols best liked today didn't gain widespread popularity until the 14th and 15th centuries.

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Libby's FRUIT COCKTAIL

5 303 tins **\$1.00**

Libby's (Sliced or Half)

PEACHES

4 2 1/2 tins **\$1.00**

Libby's (Whole or Cream) GOLDEN CORN

6 303 tins **\$1.00**

Libby's CORNED BEEF

HASH

3 16-oz. tins **\$1.00**

Jack and the Bean Stalk Dark Sweet Cherries

3 303 tins **\$1.00**

Jack and the Bean Stalk GREEN PEAS

5 303 tins **\$1.00**

Jack and the Bean Stalk CUT GREEN BEANS

5 303 tins **\$1.00**

Jack and the Bean Stalk PLUMS

5 303 tins **\$1.00**

Jack and the Bean Stalk French Sliced Beans

5 303 tins **\$1.00**

Jack and the Bean Stalk Royal Ann Cherries

3 303 tins **\$1.00**

CIRCUS PEANUT BUTTER

18-oz. jar **49¢** Save 10¢

SMUCKERS APPLE BUTTER

29¢ 19-oz. jar

SUNSWEET APRICOT NECTAR

10 12-oz. tins **\$1.00**

SUNSHINE KRISPY CRACKERS

29¢ pound box

THORO FED HORSE MEAT

5 15-oz. pkgs. **\$1.00**

Large Brown MUSHROOMS

HALF POUND

35¢

Jumbo Sunkist NAVEL ORANGES

10¢ lb

Golden Ripe BANANAS

12¢ lb

Large Coachella GRAPEFRUIT

2 for 19¢

Large Solid TOMATOES

19¢ lb

Large Snowball CAULIFLOWER

10¢ ea

Large WALNUTS

39¢ lb

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MANNING'S CHOICE STEER BEEF

O-BONE ROAST

59¢ lb

CHUCK ROAST

45¢ lb

CHUCK ROAST

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79¢ lb

CENTER CUT BEEF SHANKS

49¢ lb

SHORT RIBS

29¢ lb

CROSS RIBS

45¢ lb

KNUCKLES SOUP BONES

15¢ lb

Aunt Fanny's PECAN TWISTS

39¢

Oh Boy Spaghetti & MEAT BALL DINNER

39¢ lb

Eggo WAFFLES

2 for 25¢

Swanson MEAT PIES

4 for 89¢

Whole Sun ORANGE JUICE

7 6-oz. tins **\$1.00**

GROUND BEEF

39¢ lb

CENTER CUT SWORDFISH STEAKS

79¢ lb

GROUND ROUND

79¢ lb

Rath Black Hawk GRADE A BACON

59¢ lb

GROUND CHUCK

59¢ lb

Fresh FILET SOLE

85¢ lb